



Proposal for MME Sanlitun Xmas Market

Updated 4th Dec, 2017





2017 Christmas is on the corner...



*Let us get to celebrate
&
hold a **Xmas market.***



Mercedes me Sanlitun, the largest Mercedes me store in the worldwide, is the sixth city with a Mercedes me store, which opened since 23rd April 2016.

Located in the scene district Sanlitun, the venue stretches on more than 2400 square meters, with two floors. The construction boasts a contemporary architecture, bringing an interactive brand experience.

As a multifunctional store, it provides catering facilities in the me Café, the Lighthouse bar and a Chinese restaurant named Si Fang San Chuan.

The guests stepping over the threshold of the store will experience the branding interactively, by using digital touch tables & even undertaking a test drive. Customers also can participate the weekly/monthly special events where taking place at the store for free.

Mercedes *me*



Christmas in Mercedes me Sanlitun

Christmas has become the one of the largest celebration in China, in spite of its western background. In comparison with western culture, Chinese are most likely celebrating this occasion outside, instead of staying @home.

And Sanlitun as the most attractive shopping spot in Beijing, is always crowded with people specially every year around Xmas.

Therefore, Mercedes me Sanlitun will be created & decorated as a “Christmas Town” which will be consisted of a Post Office, a Photo Studio, a Café, a Playground, & also a Market.

About MME Xmas Market

Thanks to the favorable geographical location, the traffic during the Christmas period will be a beneficial for business branding & product sales.

The market will be held for 3 days, from afternoon to evening. It will be also crossing a weekend, when the market will be last longer.

Time: 1pm-10pm, 22nd-23rd; 1pm - 7pm, 24th

Location: Retail Area @F1 Retail

Participant: Walk-ins (weekend traffic around 20k everyday)



Suggested Products

In regards to products, it is suggested to be diversified & representing different cultures.

For example, products are from international brands, traditional Christmas food from different cultures, special gift packages & more.

Recommended product category:

- Mostly food,
- A few of Distinctive daily-use products
- And others can be recommended



Reference



Floor Plan



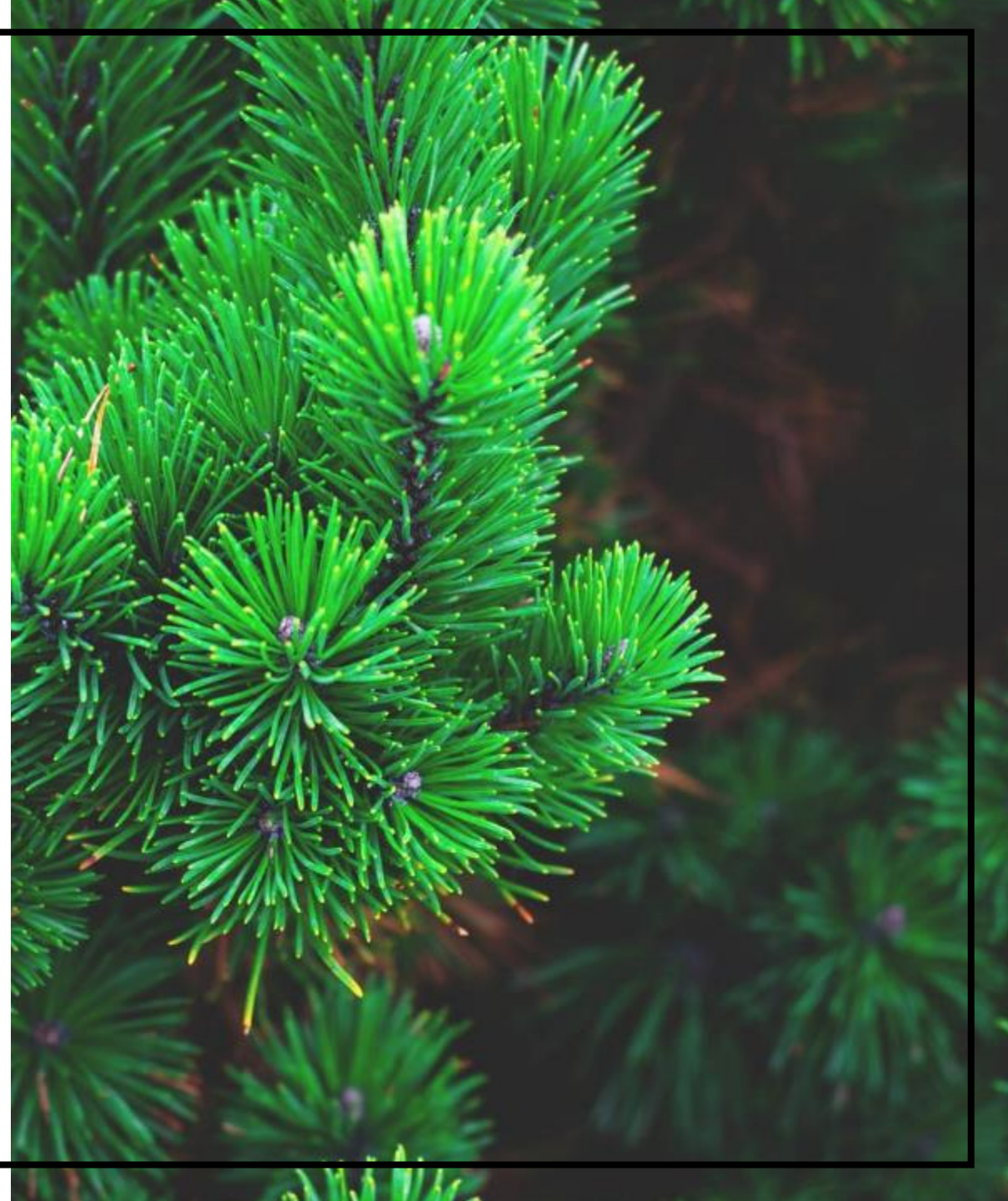
Publicity

Online

- Mercedes me Sanlitun Official WeChat
- Mercedes-Benz Official WeChat Account “奔驰星闻”
- Mercedes-Benz Internal Subscription

Offline

- Mercedes me Christmas Event KV (Outdoor Pebble LED)
- Cooperated Media



Cooperated Partner Benefits & Expenses

Benefits	(for council/chamber) Logo Appearance on Event KV
	(for business) Brand Promotion, Product Sales @ the best location during the best time of the year
	(for business) Free booth with tables & chairs provided
	(for council/chamber & business) Publicity associated with the event
	(for council/chamber & business) Free invitations for the Christmas Eve Party
Expense	Manpower during the event
	Printed Materials for products

If you are interested in participating the Xmas Market, please provide a recommendation letter before **7th of December**, including the business & its products, & a brief reason will be much appreciated.

For any question or feedback, please contact

Kloe Liu

- Mobile: 86 18710067607
- Email: Liumengxi@chinakingway.com



Mercedes *me*

THANK YOU!